

City of Mesa Library Advisory Board Meeting

Date: March 18, 2014
Time: 5:30 p.m.
Location: Mesa Public Library
Main Library
64 E. First St.
Mesa, AZ 85201

Members Present

Robert McDonald, Jr., *Chair*
Ellen Bachman, *Vice-Chair*
Diane Cantile
Teresa D'Asaro
Lora Bolick

Staff Present

Heather Wolf
Kate Griffin
Dawn Kucerak
Polly Bonnett
Kathy Little

Members Absent

Becky Rapier
Kathy Tolman
Andrea Garza

Guests Present

Anson Romney

AGENDA ITEM	DISCUSSION
Call to Order	Board Chair Robert McDonald, Jr. called the regular bi-monthly meeting of the City of Mesa Library Advisory Board to order at 5:36 p.m. on March 18, 2014.
Approval of Minutes	Board member Lora Bolick moved & Board member Diane Cantile seconded that the minutes of the September 17, 2013 regular meeting be approved as presented. Motion passed, all voting yes.
Public Comments	There were no public comments.
Director's Report	<p><u>February 2014 Usage statistics:</u> Library Director Heather Wolf reported that circulation both monthly and year to date were down slightly. Total circulation now also includes data from digital content, AXIS 360, Zinio and Hoopla. In-house visits have increased month to month and have held steady year to date. The significant increase in program attendance for Red Mountain Library is due to several staff attending the Red Mountain High School Sci Tech Fair to demonstrate the 3D printer and other resources from THINKspot. See handout.</p> <p><u>FY 14/15 Proposed Library Budget:</u> Library Director Heather Wolf reported that the library received the same budget as last year with no reductions. For FY 14/15, the library used a zero based budget process to allocate funds among work areas and activities based on need. As a result \$75,000 has been set aside in a contingency fund for unexpected expenses and/or to fund system wide <i>wish list</i> items. Ms. Wolf also reviewed the Library's FY 14/15 innovations. See handout.</p>
YAAC Report	No report available as Board member Andrea Garza was not in attendance. Library Director Heather Wolf reported that Ms. Garza's official appointment to the Board occurred on Thursday, November 21, 2013.

AGENDA ITEM	DISCUSSION
Marketing the Library	Librarian III Kate Griffin reported on Marketing the Library using the library's website, social media (Facebook, Pinterest, Tumbler and Twitter, etc.) and a library e-newsletter. See handout.
Library Board Community Involvement Update	Library Director Heather Wolf reported on the upcoming community involvement events, March – May 2014, that include Building Strong Neighborhoods for Districts 1, 3, and 5, Celebrate Mesa! and the 3 rd Annual Pancake & Surfing Event. See agenda for dates, times and locations for these events.
Identify items for future agendas	Community Specialists (Embedded Librarians)
Announcements	None.
Adjournment	Board member Diane Cantile moved & Board member Ellen Bachman seconded that the meeting be adjourned. The meeting was adjourned at 6:30 p.m. The next meeting will be held on May 20, 2014 at 5:30 p.m. in the Main Library Boardroom, 64 E. 1 st Street.

Heather Wolf, Library Director signs for minutes